

should be understood as illustrating principles of the embodiments of the invention, and not to require any specific makeup of any instructions, information, or modifications.

[0127] The call center instructions 106 may include a variety of instructions to the call center system 58. By way of example, the call center instructions 106 may include instructions for a certain call center representative to handle a call, if possible. In other words, the processing engine 90 (e.g., the neural network or artificial intelligence) may predict which agent will work best with a particular customer and may instruct the call center system 58 to have that agent handle the incoming call. The call center instructions 106 may also include instructions relating to scripts and/or dialog that should be used by the call center agent, as will be discussed in more detail subsequently.

[0128] In certain embodiments of the system, the processing engine 90 may separately utilize two individual sets of experience profiles 80. The first sets of experience profiles 80 that may be utilized by the processing engine 90 are the set of all available experience profiles 80. This set may allow the server system 52 to modify advertising efforts, modify website presentation, and modify call center instructions in a manner intended to maximize effectiveness of advertising, the website, and the call center for all general users.

[0129] The processing engine 90 may also utilize a second group of sets of experience profiles 80 to further improve effectiveness of the system with respect to individual users. The system may utilize a variety of information to detect returning users and to customize the experience of returning users to improve user experience, to improve click-through, and to improve individual customer conversion rates. Accordingly, where the system is able to detect a returning user, the processing engine 90 may utilize or favor accumulated experience profiles 80 relating to that specific user. Accordingly, as illustrated in FIGS. 10-12, the system may be configured to accumulate each of the individual experience profiles 80 for each consumer (including both any accompanying online components 82 and any accompanying offline components 84) into individual user profiles 112, which may be stored on a user profile database 114.

[0130] As users continue to interact with the system, the number of experience profiles 80 stored by the system for such users will increase, and the processing engine 90 will be able to better and better customize the experience for such users. Some user profiles 112 may become particularly robust. By way of example, the online advertisements presented to certain users may be customized to appeal to interests of those users. Similarly, when users arrive at the website 100, they may be presented with opportunities to travel to locations known to be of interest to such users. By way of a specific example, if the experience profiles 80 stored in the user profile 112 for a particular user indicate that the user books travel on a monthly basis to a particular location, such as for work or to visit family, the system may present an opportunity to book such travel at an appropriate time in advertisements or on the website 100. Similarly, if the experience profiles 80 indicate that the user has repeatedly looked at options for travel to a particular location but has not yet booked reservations (e.g. flights, hotel, etc.) relating to such travel, the system may automatically present options relating to such travel to the user on a future visit.

[0131] Accordingly, as illustrated in FIG. 10, an individual user profile 112 may be used to modify or customize

advertising efforts in relation to certain individual users, or even with respect to general users or users expected to be similarly situated. For example, the server system 52 or the system of the advertising partner 98 may utilize cookies and other methods to keep track of information such as individual users' locations, browsing histories, and the like, and may utilize such information to customize the advertising presented to such users on the basis that they are similarly situated to the user of the user profile 112 being referenced.

[0132] Additionally, as illustrated in FIG. 11, an individual user profile 112 may be used to modify or customize the website 100 presented to that user in the manner discussed above. Furthermore, referring again to FIG. 11, an individual user profile 112 may also be used to modify or customize the website 100 presented to other users generally in accordance with a variety of considerations. For example, the website 100 may be modified or customized in accordance with the information from an individual user profile 112 when the processing engine 90 determines that the user of the website 100 is similarly situated to the user of the user profile 112. Such may be the case based on, for example, user location, search terms, advertising campaign that resulted in click-through, browsing history contained in certain cookies, and the like.

[0133] Furthermore, as illustrated in FIG. 12, an individual user profile 112 may be used to modify or customize the user experience with the call center. Such may be the case with respect to individual returning users, as well as with respect to other similarly situated users. With respect to similarly situated users, the modifications may be undertaken in accordance with the factors discussed previously. With respect to returning users, the user profile 112 may be particularly helpful in facilitating the user's interactions with the call center agent. Initially, the incoming call may be handled according to instructions provided by the processing engine 90 to the call center system 58. By way of example, the call may be directed, if possible, to an agent with whom the returning user has dealt in the past, and who has shown rapport with the user, or who has shown an ability to close the reservation/sale with the user.

[0134] After the call is answered, the call center agent may be provided with a script and/or information to be used to direct the call with the user. By way of example, the user's most-recent experience profile 80 (or information therefrom) may be referenced and used by the call center agent to initiate a conversation with the user, along the lines of "I see you may be interested in travelling to Paris. How may I help you with your travel plans."

[0135] In some embodiments, the system may be configured to walk back through the user's most-recent experience profiles 80 in a time-based fashion if a negative response is received from the user. In the example above, if the user indicates he is not interested in travel to Paris, the agent could be presented with information from an immediately prior experience profile 80 relating to searching for travel to Washington, D.C. and could ask about that. If a further negative response were received, the agent could reference information from the next prior experience profile 80 to attend to the user's needs. Accordingly, embodiments of the system provide methods by which the user call-in experience may be improved and facilitated to maximize closing rates.

[0136] Embodiments of the system may utilize a variety of systems to determine when a user calling in to a call center